

ABSTRACT OF THE DISCLOSURE

A value added watermarking technology is provided to permit enhanced information services. In such a technology a characteristic pattern is derived for a piece of content and the characteristic pattern is associated with content-related information. The content-related information may be stored in a remote database and retrieved using the characteristic pattern. The characteristic pattern is translated in a watermark to be embedded in the piece of content. After embedding in the piece of content, the watermark enables a user to access the content-related information when playing out marked content with a player equipped with the appropriate software to detect and read the watermark.

FILED "04030600